FIG. 1   Example Search Screen Flow - USER side of the system/m

A. | SIGN IN and SEARCH or JOIN option prompt

B. | USER SIMILARITY PROMPT

C. | SCOPE OF DATABASE PROMPT

D. | JOIN SOLICITATION and initial preference question prompt to user

E. | TRAIT OPTION SCREEN defining micro-demographic to search

F. | VARIABLE TRAIT selection screen, narrowing variable based target demo group

G. | FACTOID advertisement deemed relevant to USER based on data collected to this point

H. | PREFERENCE MENU SCREEN wherein user selects personal preference and personal issue areas of interest related to their micro-demographic

I. | FACTOID advertisement selectively relevant to the indicated preference areas and the users' indicated micro-demographic.

J. | RESULTS SCREEN related to data correlation of preferences regarding the users' micro-demogrpahic group and the areas of interest selected in preference menu. Option of selecting a result to further correlate that result to the users' micro-demographic group.

K. | TOP TEN, or selected amount of closest correlating members to the users' micro-demographi parameters, who selected a preference aspect.

L. | SELECTED DATABASE MEMBER deemed of interest by the user, likely based on photo featured and/or selected data featured in the "top 10" database members screen provided. This member's areas of personal preference and personal feedback collected are featured for the user to select, toward reviewing long form and provided options feedback from the member in this area.

M. | LONG FORM FEEDBACK is provided related to a selected area of personal preference.

N. | OPTIONS of cross referencing this new area of preference with the users' micro-demographic as a whole and other database option such as the review of other preference data of members selectively similar to a selected single member, changing the micro-demographic completely to be relevant to the traits of another member, are given.

O. | Options to return to preference screen and other phases of the search to begin with new preference areas, or a new micro-demographic should a return to the TRAIT screen be selected.
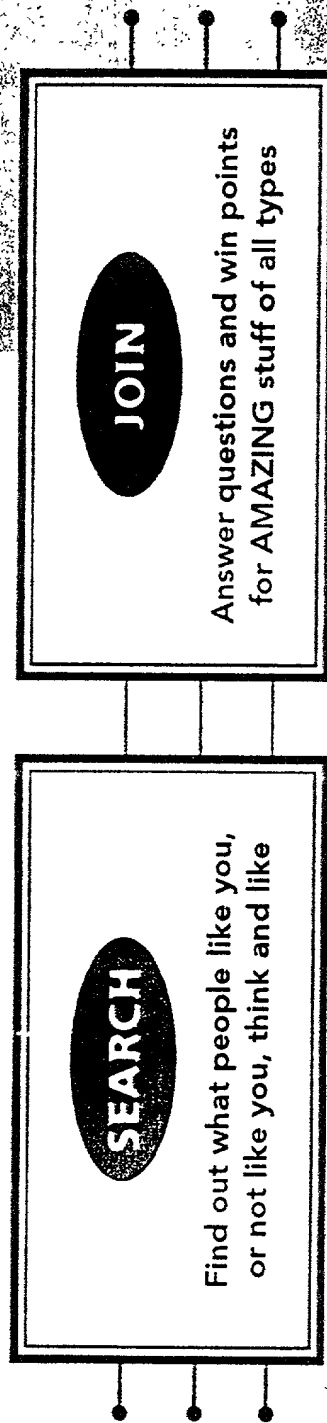
FIG. 2   Example JOIN Data-Input Screen Flow-   MEMBER side of the system/1

A.
| TRAITS OF MEMBER MENU and feedback screen |

B.
| PREFERENCES OF MEMBER MENU and feedback screen and sub-screens for longer form feedback. |

C.
| SUBMISSION OF PHOTO and/or other visual or audio data for posting within the members' searchable profile within database |

D.
| MEMBERS' incentive point accrual total |

E.
| MEMBERS' example redemption option prompt screen |

F.
| MEMBERS' full redemption catalog |

G.
| MEMBERS' incoming e-mail from USERS, wherein responding to such mail provides additional incentive points to the member. |

H.
| ADVERTISING posting agreeably received by point accruing members, example |

I
| POSTING BOARD uniquely assembled for MEMBER based on trait and preference data collected regarding the member. |

FIG. 3

SBP.com

Where you can shop and learn about others like you, and like others you like.

SEARCH

Find out what people like you, or not like you, think and like

JOIN

Answer questions and win points for AMAZING stuff of all types

You have entered
the most innovative, personal SEARCH ENGINE on the WEB.

Here, you can discover the likes, dislikes, opinions, traits, habits, loves, hates, mistakes, suggestions.... of exactly the type of people that interest you.

You may also win credit to be used in purchasing many top brands, simply by joining the members of SBP.com, in answering the questions that you choose to, after clicking the blue button above. SEARCH, LEARN, RELATE, DISCOVER, SHOP ... enjoy!

FIG. 4

Begin the adventure of your internet life.

Find out exactly what people YOU are interested in are thinking, buying and hoping for. Send mail and post messages for exactly those people who can help you, guide you and are related to you.

I am interested in info about people like me

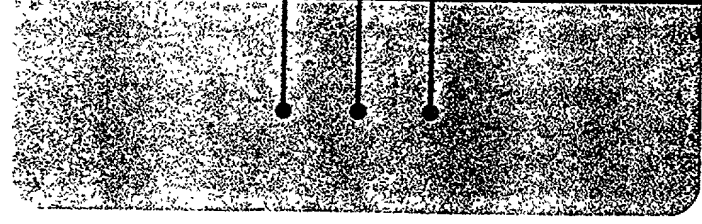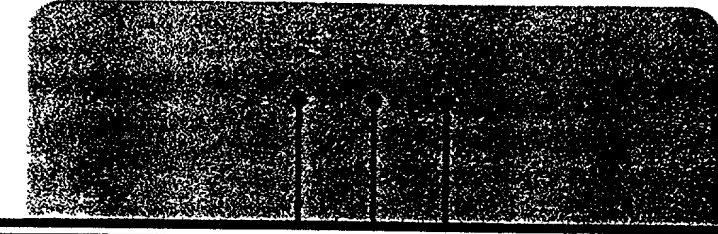I am interested in discovering info on someone, or people other than myself

I want info only on members who have photos

I am OK if a member close to my requested type does not have a photo to view

Send me info on things relevant to areas of my search

FIG. 5

BECOMING a member is easy!

SELECT a screen name: _____

and PASSWORD: _____

And, answer questions as they come up during your searches.
For each answer you will win 2 points toward "stuff."
Answer some of the "long form" questions, get 5 points each.
Submit a photo JPEG or GIF and get a 20 point bonus.

QUESTION 1: Do you consider yourself a happy person?   2 pts.

Depressed   Down a bit   Neutral   Upbeat   Happy!
plenty

Write in more about this, for 5 more points _____

FIG. 6

I am curious about the following things about my requested type:

RANKING

A B C

AGE
HEIGHT
WEIGHT
BODY TYPE
SHOPPING HABITS
PERSONAL STYLE
SEXUAL PREFERENCE
FAMILY STATUS / WEALTH
HATES
LOVES
PERSONAL PROBLEMS
DEMEANOR
GPA OR SMARTS
TALENTS
DREAMS

etc.
etc.
etc.

write in
write in

BACK
to previous
screen

As the searcher clicks the "c" importance option on
DEMEANOR, the variable category in 1-16

FIG. 7

DEMEANOR: please select the option which best describes the demeanor of the type you are searching:

○ VERY AGGRESSIVE

○ ACTIVE BUT MODERATE

○ NEUTRAL

○ LAID BACK

○ QUITE PASSIVE

DID YOU KNOW?....

22% of members who consider themselves VERY AGGRESSIVE prefer [FORD] sport utility vehicles over other brands?

CLICK for more on FORD SUV's

POP UP SCREEN:

FIG. 8

I would like to focus my search to the following:

☐ ALL MEMBERS IN THE DATABASE

☒ TOP 10 CLOSEST MATCHES TO MY DEMO

☐ TOP 50 CLOSEST MATCHES

☐ TOP 100 CLOSEST MATCHES

☐ Include only members who gave long form feedback on answers

☐ TOP 5% CLOSEST TO MY DEMO

☐ TOP 10% CLOSEST TO MY DEMO

■ Include only members with photos or video

☐ TOP 15% CLOSEST TO MY DEMO

MUSIC ITEMS AVAILABLE- click
item to order with points and/or cash
(Pay $5 per 10 points extra)

☐ CD singles 150 points
☐ full CD's   500 points
☐ DOWNLOAD singles 50 points
☐ VIP passes at concerts 200 pts
☐ AUTOGRAPHED items 500 pts
☐ etc, etc.

FIG. 9

After each SEARCHER-selected TRAIT category has been answered, the "things" that the SEARCHER is curious about his or her requested "type" of people are selectable:

Only the following details about my group interests me:

☒ "STUFF"...things they buy
☐ SECRETS
☐ TURN-ONS IN OTHERS
☐ AREAS OF PERSONAL WEAKNESS
☐ PERSONAL GOALS
☐ PERSONAL STRENGTHS
☐ ROLE MODELS
☐ HATES
☐ LOVES
☐ PERSONAL PROBLEMS
☐ LIKE AND LOVES ABOUT OTHERS
☐ GPA OR SMARTS
☐ TALENTS
☐ DREAMS

etc.
etc.
etc.

ABOUT YOUR GROUP:

go to message boards

send group mail

earn points- and answer questions

"STUFF" was the selected option of SEARCHER.

FIG. 10

"STUFF" was the selected option of SEARCHER.

On selecting STUFF, the following pop-up screen appeared
before revealing the options of products under STUFF to choose from further:

Only the following details
about my group interests me:

☒ "STUFF"... things they buy
☐ SECRETS
☐ TURN-ONS IN OTHERS

☐ etc.
☐ etc.
☐ etc.

DID YOU KNOW?....

23% of female members under 20 choose REVLON as
their favorite cosmetics?

● more on Revlon

CLICK for beauty data on your group

earn points- and
answer questions

☐ STATS OR SMARTS
☐ TALENTS
☐ DREAMS

FIG. 11A

Click the selected artists to see your group's favorite albums and songs by that artist:

'N SYNC 12%
BRITNEY SPEARS 10%
BOYS TO MEN 8%
STING 5%
ETC. 5%
ETC.

etc.
etc.
etc.

ABOUT YOUR GROUP:

see messages from those in your group who like 'N Sync

send group mail

earn points- and answer questions

Click twice on a selection to see the top 10 closest matches in your group who selected the recording artist you select

Click twice on a selection to see the top 10 closest matches in your group who selected the recording artist you select

FIG. 11B

Click the selected artists to see your group's favorite albums and songs by that artist:

What do you think of WHITNEY HOUSTON?   (2 pts plus 2)

From 1 to 5, love to hate:

① ② ③ ④ ⑤

love   hate

Who is your favorite female recording artist?

Click twice on a selection to see the top 10 closest matches in your group who selected the recording artist you select

screen 6a

FIG. 12

PHOTO	JOE 1
PHOTO	JIM 2
PHOTO	KELLY 3
PHOTO	BILL 4
PHOTO	TONY 5
PHOTO	RICH 6

PHOTO	PETE 7
PHOTO	DAVID 8
PHOTO	WHIT 9
PHOTO	PARKER 10

These are the top ten closest matches to your selected group who chose IN SYNCH as their favorite group. Click to find out other info on these members

SEARCHER SELECTION, BASED ON PHOTO, IS PETE.

POP UP SCREEN:

CLICK here to see why people like PETE prefer COKE over other sodas, and other info about people like PETE

FIG. 13

PERSONAL BIO AND STATS

email PETE

email other in group like PETE

PETE gave feedback in these areas; click for his opinions

MUSIC
FASHION
CARS
FEARS
TURN-ONS
GOALS
FAMILY
etc.

etc.
etc.
etc.
etc.
etc.
etc.
etc.
etc.

CLICK here to see opinions on CARS from your group
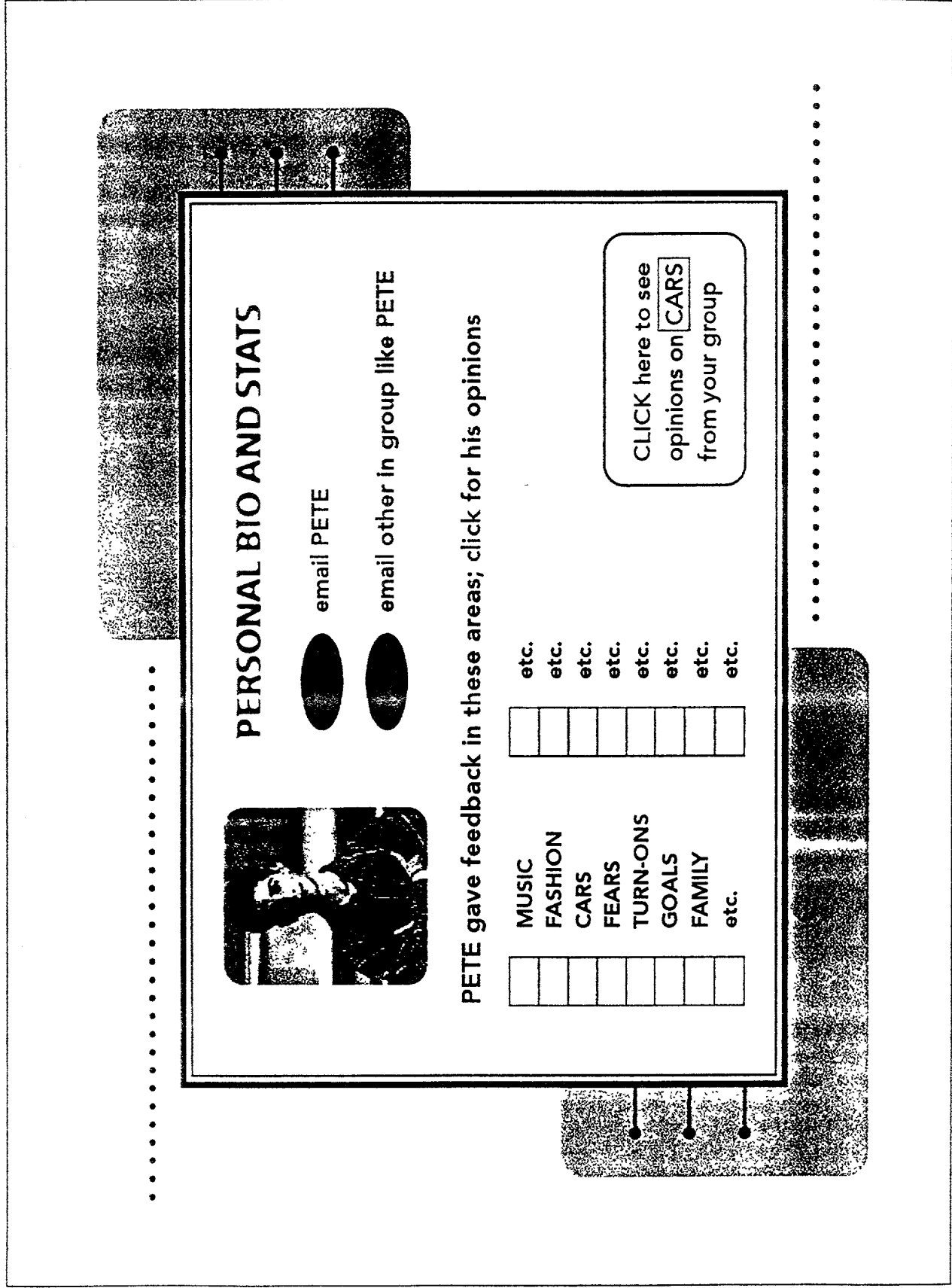
The searcher has selected CARS

FIG. 14

BACK
to previous
screen

BACK to initial
preference menu
for your group

FAVORITE CAR: Jaguar XJS, triple black
MY CAR: Ford Explorer, black

FAVORITE CAR FOR
OPPOSITE SEX: Mercedes 560 SL, red

Personal feedback ... (copy and opinions written by PETE:
"I own _____ though my dream car is _____.)"

CLICK to see all your group's CAR preferences
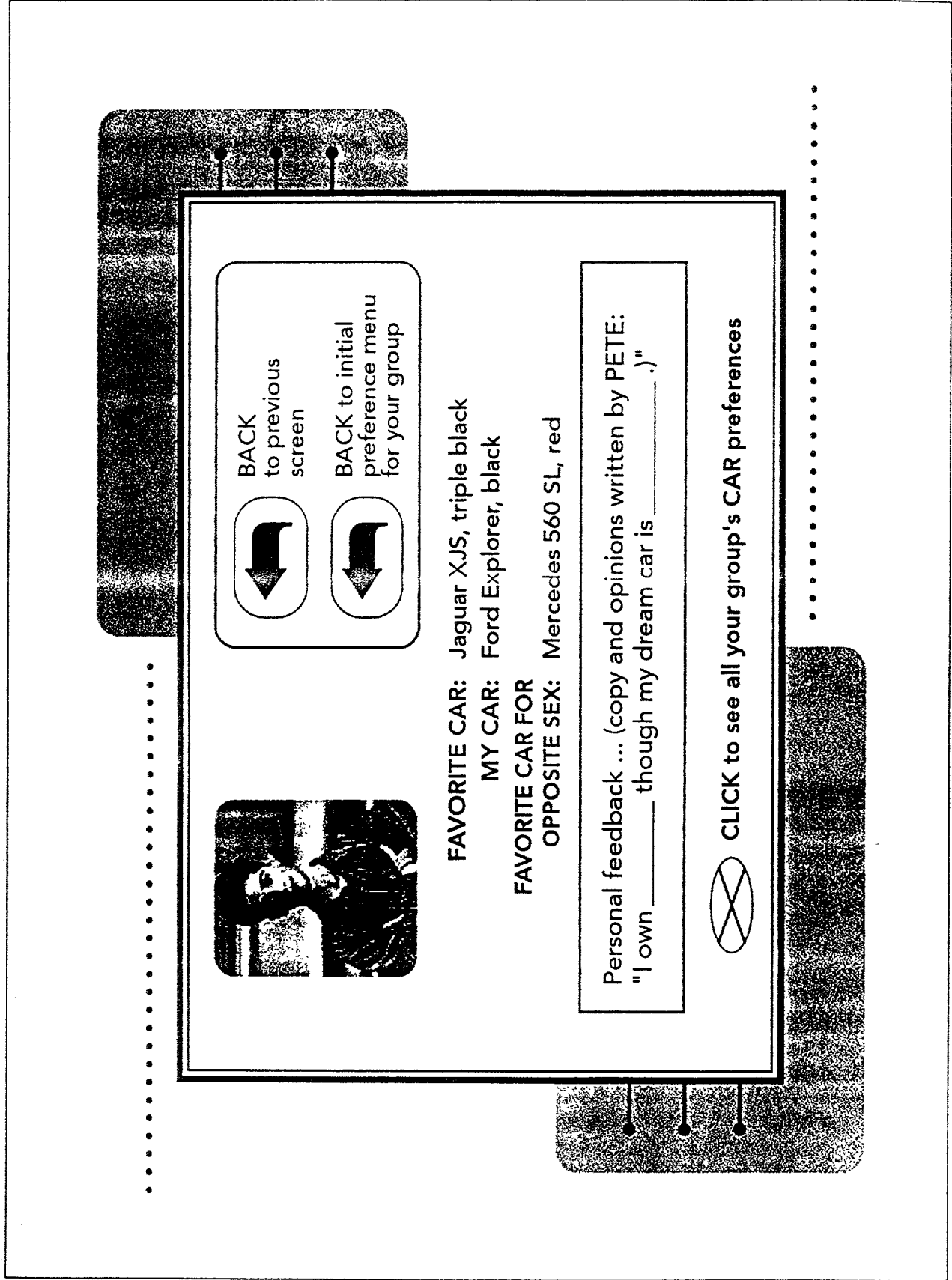
The searcher has selected group's CARS preferences

FIG. 15

SELECTED "DETAIL SCREEN" made available
by PETE's "car preference" screen

**YOUR GROUP'S
FAVORITE MODELS:**

	4%
LAND ROVER	4%
LEXUS L1	3%
	2%

Click for more data on
boxed items in general,
and other feedback
from members.

BACK
previous
en

k to initial
rence menu
ur group

ck

d

by PETE:
___.)"

Personal feed
"I own ___

CLICK to see all your group's CAR preferences

FA

FAVO
O

FIG. 16

Let me see what people like "PETE" like in other categories of "STUFF"

Let me see what people like "PETE" say about things other than "STUFF"

Show me areas of long form feedback to see from people like "PETE"

Let me answer some car questions for points

Show me members who are closest in car preference to "PETE"

Show me only those members with photos on file

FIG. 17

SBP proprietary-confidential

SEARCHER'S cagory importance ranking	SEARCHER'S selected trait categories		RESPONSE	RANKING		A MEMBER'S responses exemplary of a respondent within SEARCHER's uniquely defined demographic		RANKING
Definitive	SEX		M			SEX	M	
Definitive	SEXUAL PREFERENCE		GAY			SEXUAL PREFERENCE	GAY	
Definitive	RACE		Asian			RACE	Asian	
	WEIGHT		150-175	3		WEIGHT	160	2
C	DEMEANOR (aggressive/passiv		Aggressive	5		DEMEANOR (aggressive/passiv	Aggressive	5
B	INCOME		100,000-125,000	4		INCOME	80,000	3
A						CONTROL FREAK LEVEL		
						HEIGHT		
						BODY TYPE		
						CONTENTMENT LEVEL		
TOTAL RANKING				12				11

A= double ranking
B= neutral, no change
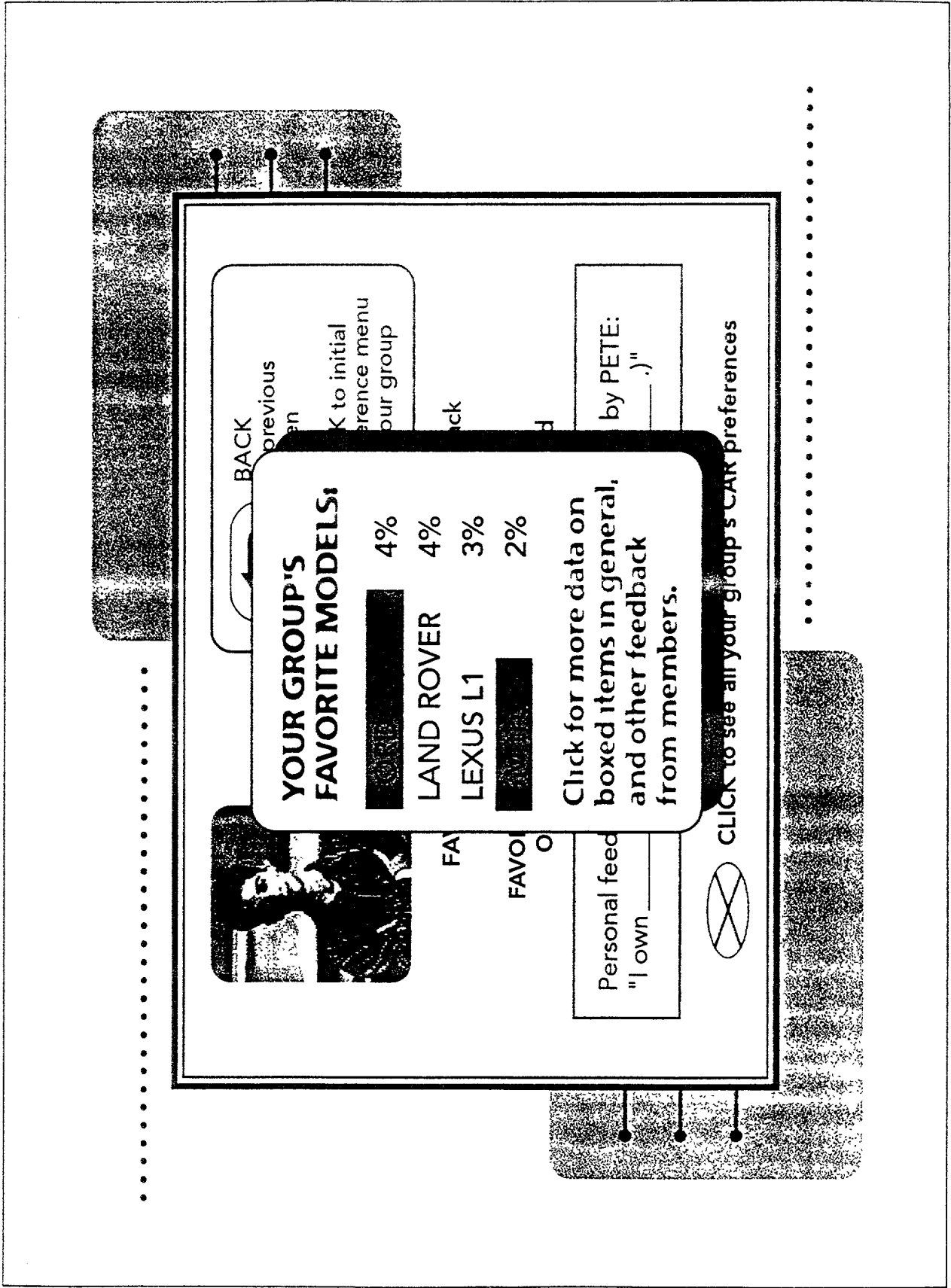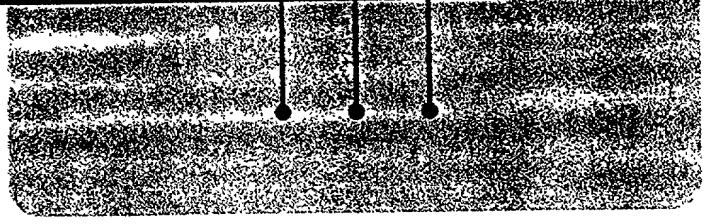C= half ranking
Definitive= SEARCHER has requested definitive exclusion of members not matching response

▓▓▓▓ #NAME?

Example trait variable pull-down screens:

Definitive category:	Variable category:	
Sex Pref: STRAIGHT	DEMEANOR:	AGGRESSIVE	5
BI-SEXUAL		NEUTRAL	4
GAY			3
OTHER		PASSIVE	2
			1

In the above scenario, the MEMBER is within a range of 2 of the member's ranking results; based on the number of respondants with photos a available that the SEARCHER has requested, 10 in this case, a range of plus or minus "3" in the total trait ranking response would have allowed that MEMBER to be included in the demographic

Note, the difference between the "income" category is doubled, in this scenario, to demonstrate the importance ranking provided by the SEARCHER, of "A."

110

SITE
PROCESSOR

110

SITE
PROCESSOR

130

SUPPLIER
PROCESSOR

120

USER TERMINAL

COMMUNICATION
NETWORK(S), FOR
EXAMPLE, THE
INTERNET

145

FIG. 18

120

USER TERMINAL

130

SUPPLIER
PROCESSOR

150

CPU

190

STORAGE
DEVICES

160

ROM

180

NETWORK
INTERFACE

EXAMPLE OF
PROCESSOR/TERMINAL
FUNCTIONAL
COMPONENTS

170

RAM

FIG. 19

INPUT
DEVICE

100